GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1781
ANSWERED ON:25.07.2002
PRUNING OF POPULAR PROGRAMMES
PATY RIPPLE KYNDIAH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether some serials and other popular programmes have either been discontinued or pruned by the Doordarshan during the last three years;

(b) if so, the details thereof and the reasons therefore;

(c) whether these serials or popular programmes were found commercially unviable;

(d) if so, the details thereof; and

(e) the action taken by the Government to protect the interest of those producers who have prepared educative programmes dealing with the upliftment of the Indian society but have little commercial viability?

Answer

THE MINISTER OF INFORMATION & BROADCASTING (SMT. SUSHMA SWARAJ)

(a) : Prasar Bharati has informed that Doordarshan did not discontinue anypopular serial/programme. All the serials either completed their run according to the sanctioned episodes or dropped out on their own due to withdrawal of support by their sponsor(s), non-payment of dues to Doordarshan, conflict with their agency etc.

(b),(c) & (d) : Do not arise.

(e): Prasar Bharati has informed that programmes which are educative and serve some public purpose are given a 25% concession in the telecast fee.